

ABSTRACT

A computer and human interactive system and method for negotiating the purchase and sale of goods or services is provided. The system includes a plurality of primary seller terminals and at least one virtual seller terminal which are connected over a network, preferably the Internet, by a host processor to buyer terminals. The host processor connects buyers to sellers of goods according to information provided by the buyer such as the buyer's location and/or goods or services to be purchased.

Where a primary dealer is unavailable to complete purchasing transactions, such as where the seller has closed for the day, a virtual seller is connected to the buyer to complete the purchasing transaction. Once a primary seller or virtual seller has been selected to complete a purchasing transaction with a buyer, the buyer and seller are connected by a real time data communications connection and a real time speech communications connection so that the buyer and seller may negotiate and complete a purchasing transaction.